



THE NETWORK
COMMUNICATION GROUP

AdScene



Roger Sahyoun announces “The Network”.



An integration of sorts has taken place as Group CEO Mr. Roger Sahyoun recently announced “The Network Communication Group.” Essentially, The Network is a holding company that dedicates itself to all aspects of communication and can in effect, be called a specialized brand ambassador that liaises with clients and provides them with tailor-made solutions on all levels of communication. Providing clients with ideal solutions that are a remarkable blend of convenience and accessibility, this ambitious initiative houses the following:

AGA-ADK: The marketing expert that covers advertising, branding. Strategic planning and production

Pencell PR: The expert in Public relations that includes all facets of PR such as media relations and events

Wetpaint: The digital expert that provides clients with social media solutions and digital strategies

In addition to the above, there will soon be an announcement about a renowned, specialized M.B.U joining the network communication group.

A wonder in this day and age, The Network banks on amalgamation and client convenience and is the one stop destination for all the diverse communication solutions clients are on the lookout for.

The Network News



Where's Milco?

NFPC's Milco brand generated a lot of curiosity with the break of Milco's country-wide “where's milco?” campaign. Milco, which was with AGA for quite sometime in the early 2000's, came back home to AGA ADK after hopping from one foster home to another... (See more on “creative Corner” page)



Driving away with Infiniti and Nissan

AGA Profess Graphics, Amman, Jordan, has recently won the account of INFINITI and NISSAN cars. AGA Profess Gaphics will handle all advertising requirements and Public Relation activities according to the terms of a one-year contract.

BREAKING NEWS!

The Foosball field that separated the Man, and Woman, from the Boys

8 teams, 2 weeks and an epic battle of skill, pace and steady nerves. The Foosball championship saw 16 loud-mouthed and fierce competitors take on each other in numerous rounds to reach the final. True to form the only female in the championship, Layal, kicked her way into the final with Joy and together they crushed every single other team to take the title of Foosball Champions.



Ambitious alliances & exciting launches marked AGA-ADK's latest management meeting



Ambition abounded in the plans unveiled at AGA-ADK's latest management meeting making it clear why they are known as the region's fastest growing agency network. Rolling out aggressive new strategies, the three day gathering charted the progress of the network since their last meeting in Beirut. Attended by Directors and department heads from Riyadh, Jeddah, Amman, Tehran, Dubai, Abu Dhabi and Beirut, the agenda of the meeting predominantly involved revisiting previously set goals, discussing the advancement of the group. Held at the Montgomerie Address Hotel in Emirates Hills, Dubai, and led by the group CEO Mr. Roger Sahyoun, the meeting enabled attendees to convene, reconnect and confer about the bonding and integration of the network along with evaluating future scope of development. Boasting of a strong philosophy that promotes a familial style of working rather than the standard hierarchical, the network continues to develop strategies to better address the needs of their clients.

One of the highlights of the meeting was the excitement over the successful collaboration of AGA-ADK with Iranian agency, Jaanoespar in July this year. Established by Mr. Mohammad Hashemi Hotlagh in the year 2000, Jaanoespar is one of Iran's largest advertising agencies. Hard on the heels of this alliance was the thrilling declaration of the prospective expansion of the network to Turkey, Egypt and Kuwait in the near future. An additional high point of the meeting was the pronouncement of the launch

of Wet Paint, an inventive market approach, tailor-made to satisfy the needs of companies and consumers in MENA through "eMedia Innovation." Commenting on the company investment, Mr. Roger Sahyoun stated, "Although the investment is quite considerable, I assure you that it is well worth it as this development will streamline the communication process and business activation between offices, and will enable Dubai to play its role of Regional HQ to the hilt." Redefining the fundamental elements of strategic communications and brand activation, AGA-ADK has set out to strengthen its regional network by enhancing its inter-office networking abilities, by including video conferencing and other latest communication technology that interconnects all regional offices. Setting the base for business expansion in 2012 by the elite addition of Wet Paint and Media Galaxy to the network and affirming the success already achieved by the group with its "We're On" attitude, the network will shortly embark on their comeback to reclaim their place as one of the top agencies in the region.

Mr. Sahyoun ended the meeting on a high note, saying, "With our dynamic team of professionals, our streamlined network structure and integrated communication services, AGA-ADK Communications network is a force to be reckoned with! Our "We're On" attitude positions our agency and clients at the forefront of the market, and our skills and determination makes us the agency choice in the region."

What will creativity be in 2020?

Excerpt from 'Creativity 2020' by Fris Yakob, Chief Innovation Officer MDC Partners

Creativity will be exactly the same in 2020 as it is now.

Because, well, creativity is a process - an approach to the interaction of the world and people's minds.

Creativity is the faculty which performs operations on the inputs - the only thing in your head that you didn't get in there by seeing it.

I seem to ascribe to a light tabula rasa theory of consciousness - that is to say I think all the 'knowledge' inside your head probably came from somewhere, even if you aren't conscious of having perceived or retained it, hence any idea is simply a novel combination of things you have experienced in some fashion, which seems to be some aspect of how brains work.

And that won't change because we have faster computers or more awesome fabric softeners or augmented reality contact lenses.

But we have a tendency to conflate creativity - the process - with craft - the execution thereof.

And by 2020 the craft will be very different indeed.

And by 2020, there will be lots of new combinations to make combinations from.

Certainly lots more traditional cultural expressions of creativity - but also lots more engineered, software created, bio-engineered flesh grown, intelligent agent modelled, robotic combinations.

This is obviously a speculative exercise - the event horizon is too far for us to really have much of an idea - but it will make for interesting discussion decoupled from the obvious considerations of today.

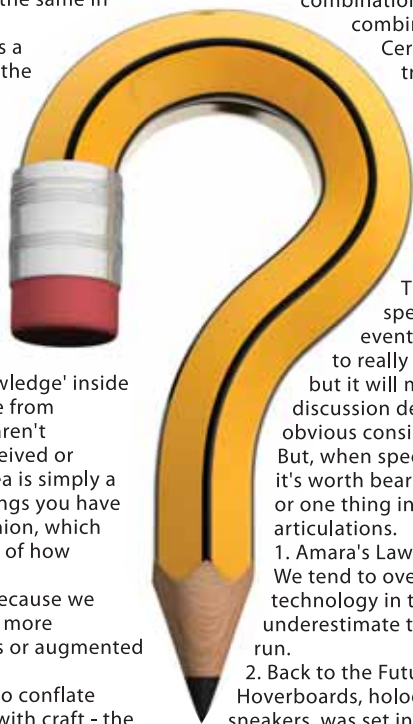
But, when speculating on the future, it's worth bearing two things in mind - or one thing in two different articulations.

1. Amara's Law:

We tend to overestimate the effect of technology in the short run and underestimate the effect in the long run.

2. Back to the Future 2:

Hoverboards, holograms, and awesome sneakers, was set in 2015, which seemed reasonable in 1989



Arab judges for Lynx still a while away.

Via Communicate Middle East (www.campaignme.com)

Since inception in 2007 the Lynx Awards has yet to have an Arab creative sit on its judging panel. The need to retain authenticity by having an impartial jury led the Lynx Awards to utilise an international panel every year.

However, debate has been raging of late from creatives in the region for the inclusion of Arab judges in the panel. Award shows blend together the best of their local heads with leading global creatives so that awards can be judged on both international standard as well as local relevance. Having local representatives on the panel provides a local cultural perspective that would otherwise not be present. It would give the other jury members an insightful eye that would help them in decision making. It's like having subtitles in a foreign movie- imagine, all of a sudden you have subtitles and it all starts making sense. It's the little things.

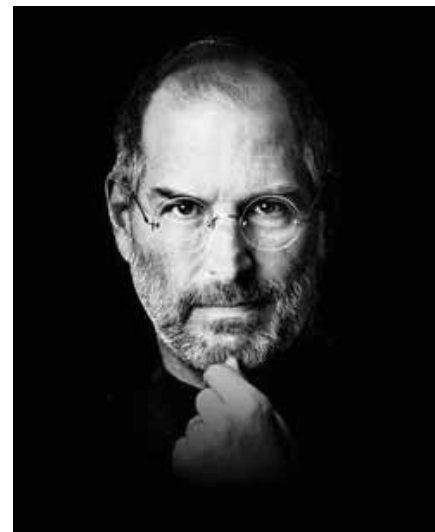
A committee spokesperson released the following statement in response to the call; "The Dubai Lynx has taken the decision not to incorporate local jurors on its 2012 judging panels, citing the absence of industry consensus as the reason why," says de Masi. "The IAA's reading is that the industry, as evidenced by the divergent views of its leadership, is very polarised on the question of local jurors and that it is in the best interests of Lynx and the industry not to deviate at this time from its current platform of engaging only international jurors.



Flashmobs debuting across the Middle East

Following the highly successful and widely reported Beirut Duty-free flashmob, Virgin Megastores marked the opening of its 14th store in the Middle East at Dubai Mall with a well-choreographed and entertaining flashmob stunt of their own. They also created a time-lapse video showcasing the behind the scene work for the store and the run up to the unveiling.

The Middle East has been slow on the uptake of flashmobs and guerilla stunts in general however with very few stunts taking place and actually being good enough to break ground. Virgin however managed to pull off a memorable activation and has hopefully opened the door for more agencies and brands to entertain their audience and not market to them.



ONE CLUB CREATIVE HALL OF FAME 2012 INDUCTEES

The One Club for Art and Copy will induct Steve Jobs into the Creative Hall of Fame as a member of its 2012 inductees.

Jobs is one of four inductees who will be honored during an event in New York City on January 17, 2012. The other inductees include advertising creative Paula Green, director/producer Joe Pytko and Robert Lawton will be inducted as the first member of the Educator's Hall of Fame.



Facebook to be floated next year - major investor

Reid Hoffman, co-founder of LinkedIn and a significant investor in the social networking portal has said Mark Zuckerberg will choose to float Facebook next year, The Sunday Telegraph has reported. Facebook is under pressure from the US regulator, the Securities and Exchange Commission (SEC), to disclose how many private shareholders it has on the secondary market. The limit for a private company is 500. "Going public would benefit Facebook in lots of ways - namely having public currency to do acquisitions. Given that logic - I would suspect that some time in first half of next year, he will engage in the IPO process," said Hoffman.



Advertising Awards that can transform you to an AdGod

DUBAI LYNX INTERNATIONAL ADVERTISING FESTIVAL

The Dubai Lynx International Advertising Festival is a yearly event to award creative excellence in advertising and related fields in the Middle East and North Africa (MENA). The festival was started in 2008, a year after the inaugural Dubai Lynx Awards ceremony. It is presented by the Cannes Lions International Advertising Festival - owned by British publisher and conference organiser EMAP plc - together with regional partner Motivate Publishing.
www.dubailynx.com

THE ADDY AWARDS

The ADDY Awards is the world's largest advertising competition with over 50,000 entries annually. Founded in Florida in 1960 it was adopted by the American Advertising Federation, a not-for-profit industry association, as a national competition in 1968. The ADDY Awards is unique among other advertising creative competitions in that it is the only competition that includes three levels of judging: local, regional, and national. Winning an ADDY at each level qualifies the work to progress to the next higher level.

Awards presented are Gold and Silver ADDY Awards for professional and student entries.
www.aaf.org/default.asp?id=27

CANNES LIONS INTERNATIONAL FESTIVAL OF CREATIVITY

The Cannes Lions International Festival of Creativity (formerly the International Advertising Festival) is a global event for those working in advertising and related fields. The seven-day festival, incorporating

the awarding of the Lions awards, is held yearly at the Palais des Festivals et des Congrès in Cannes, France. Often called the world's biggest ad festival, the annual event commonly attracts thousands of delegates from around the world attend the festival to view shortlisted work, attend seminars, workshops and master classes, and - according to WPP's Sir Martin Sorrell - "to get away a little bit from the hurly burly" and have "fun". The week's activities include four award ceremonies as well as an opening and closing gala.
www.canneslions.com

THE ONE SHOW

The One Show is an American non-profit organization that recognizes and promotes excellence in advertising. The One Show, the premiere international advertising award show, sets the industry standard for creative advertising in print, television, radio, outdoor, innovative marketing, integrated branding and branded content. Each year, work is judged by an international jury of award-winning art directors, copywriters and creative directors. All finalists will be published in the 2012 annual, "The One Show: Advertising's best Print, Radio and TV."
www.oneclub.org

D&AD

Over the last 50 years, D&AD has celebrated the outstanding design and advertising that has influenced future generations of creative talent. In our 50th year, we're looking forward to nurture, support and champion the brilliant design and advertising of the future by aiming to make the 50th D&AD Awards and Annual the ultimate benchmark in commercial creativity, setting the

standard for new generations of commercial creatives.

The annual D&AD Awards are highly respected, and regarded as a major event in the world of design and advertising. Two kinds of awards are given out, a Yellow Pencil (formerly known as a silver award) and a Black Pencil (formerly known as a gold award), in various categories ranging from environmental design to billboard adverts and animation shorts. The Black Pencil is particularly coveted as they are given for 'outstanding' work and usually only one or two were awarded.
www.dandad.org

NEW YORK FESTIVALS

NYF's World's Best Advertising has honored advertising in all media from over 70 countries: Art, Technique & Technology, Design, Digital & Interactive, Marketing Effectiveness, Integrated Media Campaigns, Outdoor, Public Relations, Public Service Announcements, Print, Radio and TV / Cinema / Promo.

With over 300 jury members representing 60 countries, the New York Festivals International Advertising Awards has the largest and most international advertising awards jury in the world. The Grand Jury evaluates all entries to determine the short list, or Finalists. The shortlist is then judged by the New York Festivals Executive Jury. This exclusive group of prominent Worldwide Chief Creative Officers participates in one group in a live judging session. This elite group, assembled from the world's best advertising agencies, selects the trophy, Grand award winners as well as the newly coined, "World's Best Idea."
www.newyorkfestivals.com

Interested?
Here are the
awards
entry
deadlines:

Dubai Lynx International Advertising Festival

Key Dates For 2012
Entries open:
13 December 2011
Entries close:
9 February 2012
Festival:
4-6 March 2012
Awards Dinner & Ceremony:
7 March 2012

The Addy Awards

Entry Deadline:
January 4, 2012
Late Entry Deadline:
January 9, 2012
Addy Awards Show:
February 18, 2012

Cannes Lions International Festival of Creativity

Join us at next year's Festival:
17 - 23 June 2012 in Cannes, France

The One Show

One Show Entry Deadline:
January 31, 2012

D&AD

- 12 April 2011 Brief launch
- 21 September 2011 One year countdown
- 3 September 2012 Entry open for submissions
- 21 September 2012 Peace Day
- 24 October 2012 Entry closes
- November 2012 Judging and winners announced

New York Festivals

Entries submitted BEFORE December 16, 2011: SAVE 10%
Entries submitted AFTER January 28, 2012: PAY A 15% RUSH FEE
Entries received between those dates (December 16, 2011-January 28, 2012) will be charged at normal rates.

Can Social Shopping Finally Take Off? Some companies still trying to integrate social networking and e-commerce

By Erin Griffith

Analog shopping is inherently social. There's the flea market stroll, the girls' outing, and the time-honored encounter with a mall Santa. But e-commerce, a category that's expected to reach \$200 billion this year, has yet to reap full benefits of the social networking revolution. The two seem as compatible as reindeer and sleighs, yet the universe is littered with proof of awkward pratfalls. That explains why Facebook killed Beacon, a function that automatically published a user's e-commerce interactions to news feeds. Apple's Ping, which shared iTunes buys, flopped. And Blippy, a well-funded startup that shared credit card purchases on social networks, pivoted earlier this year to do something—anything—else. Shopping on Facebook remains a challenge. F-commerce—online storefronts within the Facebook framework—hasn't quite caught on.

Large brands like Pampers and ASOS have opened successful stores on the platform, but integration with existing inventory operations is too costly for the average-sized retailer. What's more, it's not clear how willing shoppers are to open their wallets on a social network. "People don't go to Facebook to shop. They never have," says Harish Abbott, co-founder of Sneakpeek, a social shopping platform. Using "Facebook norms," like game mechanics, to drive discovery, is more effective, he says.

Rather than drop dollars into F-commerce, retailers are getting more socially creative with their own e-commerce sites. And they should—revenue per click from shoppers arriving via social media links is \$5.24, versus the \$3.18 per click spent by email shoppers. The Levis.com "Friends Store," for example, uses Facebook Connect so its shoppers can see comments, shares, and likes from their Facebook friends within the Levi's site.



UAE crowned king of advertising spending in region

By Manoj Nair, Associate Editor Gulf News

Marketing efforts yield fruit with the nation ranking ahead of Saudi Arabia and Egypt as consumer confidence returns to markets. The concerted marketing and advertising effort to woo the Arab traveller to visit the UAE during summer and offer distractions from the socio-political situation in the wider region has shown up in the third quarter advertising spend numbers. Advertisers spent \$364 million (Dh1.3 billion) in the July to September quarter in the UAE compared with an estimated \$344 million a quarter earlier.

In the year through September, the Parc findings confirm the UAE as the leading advertiser in the region with \$1.06 billion, quite some distance from second-placed Saudi Arabia's \$972 million. Last year's regional ad spend leader Egypt fell a long way down the pecking order with an estimated spend of \$652 million, as the tourism and allied sectors spent less on promoting themselves following the uprisings.

Among the competing platforms, newspapers in the UAE recorded a 10 per cent drop in advertising in the year through September, though it was easily the dominant player with a 59 per cent share of the overall spend.

Television has made a strong return with a 11 per cent gain in the period January to September and so did magazines with a 20 per cent upturn.



“
Marketing has changed. There is no question about that. The only question is how to win at the new marketing game.
- Roger Shayoun



MENA agencies preparing for DSF

Various sources

January 5th is the date that Dubai will once again be manic with hoards of people racing to the cities various malls to score on those coveted discounts.

But before all that mayhem and madness it's the creative industry that is set to run wild. With merely a few weeks, minus the Christmas holidays, agencies are already pulling out all the stops to give their clients a fair shot at the 32-day shopping festival's profits.

MENA Focus



Google doubles its workforce in MENA region

Google Inc. has doubled its workforce in the Middle East and North Africa (Mena) to about 50 people, as the online search giant seeks to boost its share of the region's growing online advertising spending, The National has reported. "What we've seen in MENA and the UAE in the last few years encourages us to invest more," said Carlo d'Asaro Biondo, president of southern and eastern Europe, Middle East and Africa operations. The Mena region makes up less than 5% of Google's advertising business worldwide, but the number of Google searches has grown by 30%, while the online advertising market expanded 118% in 2011.

Creative Corner

Nayomi

One of 2011's biggest highlights was the rebranding of Nayomi. After an encyclopaedia's worth of slogans and copy, and clearing forests to print test layouts, Nayomi relaunched with a charming new look and radiant new brand ambassador, Lebanese pop princess Yara. Her elegance coupled with Nayomi's ideals will appeal to women who want to live a life filled with romance, beauty and fantasy; women who live for a thousand and one moments.



Western Union

Western Union, the region's leading money transfer agent, approached AGA to handle all communication for their Arabic market segment. Following a number of successful campaigns rolled out by HQ, Western Union has now awarded us with their Pan-Asian and selected European markets as well.



Milco

Following an intense pitch against the region's so-called big boys, AGA's creative warriors not only emerged victorious and walked away with the full Milco Yoghurt account. Now when anyone asks "Where's Milco?" we can proudly say that it is with AGA-ADK.

